

The Montana Arts Council Creativity at Work

Goals and Objectives for the 2017 Biennium

Mission Statement

The Montana Arts Council is the agency of state government established to develop the creative potential of all Montanans, advance education, spur economic vibrancy and revitalize communities through involvement in the arts.

Vision Statement

Montana will be known far and wide as "The Land of Creativity," where the arts are essential to the creativity, imagination and entrepreneurship that make Big Sky Country the very best place on earth to live, learn, work and play.

Goals and Objectives

Goal #1: Economic Vitality: Creativity at work through services that boost careers, economies and community vitality.

Objective #1: Training and Network Development

- Continue ongoing training to build skills in marketing, business, fund raising, audience development, legal issues and leadership/governance
- Produce publications, share arts industry information resources and research.
- Utilize technology distribute resources and provide remote learning opportunities

Objective #2: Market Expansion

- Partner to create web-based arts marketing programs that tie to other State of Montana and national arts organization websites
- Create juried artist/artisan programs to set new standards/develop new markets
- Promote Montana artists, artisans and arts organizations and create trade and showcase opportunities for their work to reach broader markets

Goal #2: Arts Education: Provide access to high quality arts education in order to develop the full creative potential of all Montanans.

Objective #1: Life-long Learning

- Organize workshops for teachers, teaching artists and arts organizations' staff on how to work with a diverse group of learners
- Offer grants to develop artist residencies, professional development workshops, strategic planning in arts learning, and arts organizations' operating funding for arts education.
- Offer technical assistance to all arts-related groups to improve the accessibility of their programs and facilities to a diverse audience of learners.

- Provide leadership to enhance knowledge and understanding about the contributions of the arts and the value of arts learning.

Objective #2: Pre-Kindergarten-12

- Provide technical assistance on curriculum development, assessment tools and resources.
- Organize workshops for teachers and teaching artists in assessment, lesson planning, classroom management, and integration of the arts with other subjects.
- Offer grants to develop arts curriculum, assessment, professional development, student internships/mentorships and artist residencies.
- Partner with Montana Office of Public Instruction (OPI) to adapt, revise/create curriculum and identify best practices to support the Montana Standards for Arts.

Goal #3: Public Value of the Arts: Montanans utilize the power of the arts as a catalyst to develop creativity and innovative thinking.

Objective #1: Creativity and Innovation

- Produce examples, promote research and publish stories that support the connection between the arts, creativity, innovation and whole, healthy, engaged human beings.
- Reward and recognize creativity and innovative artistic talent in the state.
- Work with the OPI to advance STEM to STEAM (Science-Technology-Engineering-Arts-Mathematics).

Objective #2: The Three Rs —Relationships, Relevance, and Return on Investment

- Find and define the relevance (connections, common values, goals and outcomes) among the arts field and politics, education and commerce.
- Initiate opportunities to establish relationships among the arts council, artists and arts organizations and those who fund or provide services for the arts.
- Continue to build relationships with leaders of Indian Country in Montana, state tourism office and other state agencies.
- Initiate strategic investments and/or activities in non-arts social, civic and economic sectors to promote the public value produced by the arts.

Objective #3: Challenges and Opportunities

- Position “public value” (the impact of services and programs on the public) as a litmus test for prioritization of agency funding and making strategic investments.
- Anticipate new directions and challenges that will be important to the lives of Montanans and communities, including populations, health, technology, access.
- Define and convey to those who affect state and local resources how their challenges can be met through increased revenues and resources for the arts.
- Pursue diverse streams of revenue to increase the agency’s financial resources or other resources.
- Continually optimize agency performance and staff continuity/succession planning.